MARUDHAR KESARI JAIN COLLEGE FOR WOMEN
(AUTONOMOUS)

VANIYAMBADI, TIRUPATTUR DT – 635 751

- Recognized u/s 2(f) & 12(B) of UGC Act 1956.
- Permanently Affiliated to Thiruvalluvar University
- Supported by DST - FIST & DBT-STAR College Scheme

Invitation

We cordially invite you to grace the Valued Added Course on

AI IN BUSINESS SYSTEM

Organized by

PG & RESEARCH DEPARTMENT OF COMMERCE

Duration	Date	Target Participants
30 Hours	15.06.2026 to 07.08.2026	III B.Com



Resource Person

Ms. D, MADHU BALA
B.E., M.B.A.

Assistant Professor,
Department of Commerce,
Marudhar Kesari Jain College for Women (A),
Vaniyambadi.

PRINCIPAL
Marudhar Kesari Jain College
for Women (Autonomous)
Vaniyambadi - 635 751.
Tirupattur District

Sri. V. Dilip Kumar Jain	Sri. Anand Singhvi	Dr. M. Inbayalli	Dr. C. Nithya	Dr. P. Anandi
President	Secretary	Principal	Dean	HOD (Commerce)

MARUDHAR KESARI JAIN

College for Women (Autonomous), Vaniyambadi

33 Years of Educational Excellence...

Activity Report

Topic/ Subject of the Activity:

Value Added –AI in business system

TOTAL NUMBER OF STUDENTS : 68

Objectives:

To offer the students a comprehensive overview and understanding of

1. To understand the fundamentals of business consulting and AI
2. To develop problem-solving skills using data and basic analytics
3. To learn AI tools used in business decision-making
4. To analyse emerging AI trends in consulting and business
5. To apply AI-based consulting skills in practical scenarios

Methodology :

The AI in Business System Value Added Course was conducted for 30 hours through classroom teaching and practical learning activities. The Department organized the programme to provide students with basic knowledge of Artificial Intelligence, business consulting, and the practical application of AI tools in business decision-making.

The training methodology included:

- Understanding the fundamentals of Artificial Intelligence and business consulting.
- Developing problem-solving and data-driven decision-making skills.
- Practising AI tools, chatbots, content-generation tools, and automation tools.
- Learning Excel basics, data visualization, charts, graphs, and dashboards.
- Exploring AI applications in marketing, finance, and human resource management.
- Applying SWOT Analysis, PESTLE Analysis, and Business Model Canvas.
- Developing report-writing, presentation, and client communication skills.
- Creating awareness of data privacy, ethical AI practices, and digital transformation.

Tirupattur District

Output:

The programme successfully provided practical business exposure to **68 students**.And ensured Curriculum Based Education on their skill of AI IN BUSINESS SYSTEM gained.

Feedback Link:

https://docs.google.com/forms/d/e/1FAIpQLSdx2T9FY_FD2yPJjN8Anp9uT-KwFbPg-UflJViJvP3sAfNIkQ/viewform?usp=header

The immediate outputs included:

- Students gained practical knowledge of business consulting and the applications of Artificial Intelligence in business.
- Students developed an understanding of business problems, decision-making processes, and problem-solving techniques.
- Students gained exposure to AI tools, chatbots, content-generation tools, and automation tools used in business activities.
- Students improved their awareness of Excel, business analytics, data visualization, charts, graphs, and dashboards.
- Students developed an understanding of emerging AI trends in marketing, finance, human resource management, and digital transformation.

Outcomes

The AI in Business System Value Added Course created a positive learning experience by enhancing students' practical knowledge of Artificial Intelligence, business consulting, and data-driven decision-making. The programme helped students develop essential analytical, technical, and professional competencies required in modern business environments.

The AI in Business System Value Added Course contributes to **SDG 4** (Quality Education) by developing students' digital literacy and AI skills, and **SDG 8** (Decent Work and Economic Growth) by improving employability and career readiness. It supports **SDG 9** (Industry, Innovation and Infrastructure) through the use of AI tools and digital technologies. The course also promotes **SDG 12** (Responsible Consumption and Production) through efficient business practices and **SDG 16** (Peace, Justice and Strong Institutions) by creating awareness of data privacy and ethical AI usage.

The major outcomes were:

- Improved understanding of the role of Artificial Intelligence in modern business consulting and management.
- Enhanced problem-solving and decision-making skills through data-driven thinking and basic business analytics.
- Improved practical knowledge of AI tools for business analysis, content generation, automation, and reporting.
- Increased awareness of emerging AI trends and their applications in marketing, finance, human resource management, and digital transformation.
- Development of analytical skills through SWOT Analysis, PESTLE Analysis, and the Business Model Canvas.
- Strengthened report-writing, presentation, client communication, and business strategy development skills.
- Improved awareness of data privacy, ethical considerations, and the responsible use of Artificial Intelligence.

HOD **DEAN** **IQAC Director** **Principal**

PRINCIPAL
Marudhar Kesari Jain College
for Women (Autonomous)
Vaniyambadi - 635 751.
Tirupattur District

Marudhar Kesari Jain College for Women(Autonomous)
Vaniyambadi

33 Years of Educational Excellence...

PG &Research Department of Commerce

Date : 15.06.2026 –07.08.2026

PHOTOS (Value Added Course - AI IN BUSINESS SYSTEM)







PRINCIPAL

PRINCIPAL
Marudhar Kesari Jain College
for Women (Autonomous)
Vaniyambadi - 635 751.
Tirupattur District